Isabel Rodrigo Martín
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(coordinadores)

COMUNICACIÓN DIGITAL Y SOCIEDAD

IMPACTOS, NARRATIVAS Y TRANSFORMACIONES EN LA ERA CONECTADA

LIBROS PROFESIONALES DE EMPRESA | SERIE SISTEMAS INFORMATIVOS

ESIC Editorial

Comunicación digital y sociedad

Impactos, narrativas y transformaciones en la era conectada

Madrid, 2025

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Isabel Rodrigo Martín, Luis Rodrigo Martín, Alba María Martínez Sala y
David Caldevilla-Domínguez (coordinadores)
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PREFACIO

El título que tiene ante sí, *Comunicación digital y sociedad: impactos, narrativas y transformaciones en la era conectada*, integrado en la serie Sistemas informativos de la colección Libros profesionales de empresa publicada por ESIC Editorial, reúne una selección de investigaciones innovadoras y originales, resultado del esfuerzo riguroso de académicos internacionales procedentes de diversas disciplinas englobadas en las Ciencias Sociales, Artes y Humanidades. A estas aportaciones teóricas se añade la imprescindible aplicación práctica en el feraz ámbito de la docencia, pues la transferencia del conocimiento constituye la esencia misma de la Universidad, cuya misión fundamental consiste en formar a los futuros docentes en educación superior, entendida esta última como fuente inagotable y permanente del saber.

Además, las páginas que integran esta obra tienen como propósito estrechar los vínculos fraternales entre los distintos países pertenecientes al ámbito iberófono (aquellos cuyo idioma principal es el español o el portugués). De esta manera, se facilita el intercambio de experiencias y conocimientos entre investigadores y que, en nuestro caso, generan los presentes capítulos que reflejan estudios punteros y relevantes para la comunidad académica mundial. Su divulgación responde al ineludible compromiso ético de devolver, simbióticamente, a la sociedad aquello con lo que ésta nutre previamente a la Academia: nuevos saberes y avances científicos sólidos que promuevan un progreso constante hacia un mundo más justo y libre.

Un claro exponente de este compromiso de ESIC Editorial para con la Academia es la serie Sistemas informativos, cuyo objetivo radica en presentar una selección rigurosa y variada de textos, que cumplan con una serie de criterios irrenunciables: deben aportar novedad formal o temática, adherirse estrictamente a los principios éticos exigidos por la investigación científica —especialmente los referidos al plagio—, hacer uso de fuentes actualizadas, pertinentes y verificables, ser originales en su contenido y enfoque, no responder a motivaciones personales o intereses particulares, aplicar rigurosamente el método científico en caso de investigaciones empíricas y ofrecer argumentos reflexivos válidos y bien fundamentados si se trata de ensayos o revisiones críticas.

Para garantizar que estos criterios adquieran carta de naturaleza, la serie Sistemas informativos somete todos sus trabajos a un riguroso proceso de evaluación mediante el sistema de doble revisión ciega por pares académicos (*peer review*), incorporando un tercer evaluador en caso de discrepancias. Esta revisión es ejercida ya desde el examen crítico inicial y valoración de las fuentes consultadas, hasta la extracción de conclusiones extrapolables por su capacidad para ser replicadas en contextos similares, pasando, ineluctablemente,

por la senda de los métodos empleados. De esta forma nos enorgullecemos al afirmar que queda asegurada la calidad científica del resultado final, garantizando fehacientemente aspectos nucleares como:

- El consentimiento explícito o implícito para la publicación por parte de todos los autores o entidades financiadoras implicadas.
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- Revisión exhaustiva de los trabajos a cargo de doctores externos a ESIC Editorial, pertenecientes a la comunidad universitaria internacional, especialmente, pero no en exclusiva, del ámbito iberófono.
- Coherencia interna y calidad de los objetivos planteados, resultados obtenidos y conclusiones formuladas.

Gracias al cumplimiento de estos estándares de excelencia científica, la colección Libros profesionales de empresa ocupa un lugar destacado entre las más relevantes y prestigiosas series de literatura académica, sello de identidad de una editorial de reconocido prestigio como ESIC Editorial, que desde sus inicios se ha consolidado como referente esencial en el ámbito de la Economía (principalmente en las áreas del Marketing y la Comunicación), las Ciencias Sociales, las Humanidades y las Artes, entre otras, así como en su aplicación docente.

Finalmente, si bien es cierto que el tiempo constituye el juez último de todas las cosas pues sólo la Historia tiene la prerrogativa de la absolución, en este caso también será determinante la valoración conjunta de lectores y de la Comunidad académica. Serán ellos quienes juzguen si nuestro esfuerzo merece su reconocimiento y aprobación, pues son quienes otorgan sentido último y teleológico a nuestra tarea, emitiendo su dictamen tras recorrer con atención las páginas que aquí principian.

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PRÓLOGO

Isabel Rodrigo-Martín[1], Luis Rodrigo-Martín[1], Alba-María Martínez-Sala[2], David Caldevilla-Domínguez[3]

En los albores del año 2025, nos encontramos inmersos en una era donde la comunicación digital no solo es omnipresente, sino que se ha convertido en el tejido mismo de nuestra sociedad. Este libro, *Comunicación digital y sociedad: impactos, narrativas y transformaciones en la era conectada*, llega en un momento crucial de nuestra historia, donde la línea entre el mundo físico y el digital se difumina cada vez más.

Desde la aparición de Internet y la posterior revolución de los modelos web 2.0 y posteriores, hemos sido testigos de una transformación sin precedentes en la forma en que nos comunicamos, trabajamos, aprendemos y nos relacionamos. La velocidad vertiginosa con la que fluye la información, la democratización de la creación de contenidos y la interconexión global han redefinido los paradigmas sociales, económicos y culturales que conocíamos. Esta transformación ha planteado nuevos desafíos y oportunidades que debemos abordar de manera responsable.

Es nuestra responsabilidad colectiva asegurar que el avance tecnológico sirva para el bien común. La comunicación digital debe complementar, no reemplazar, las interacciones humanas significativas. Debemos encontrar un equilibrio entre la conectividad global y la autenticidad personal. En este sentido, este equilibrio es crucial para construir una sociedad donde la tecnología sirva para fortalecer nuestras relaciones y no para debilitarlas.

El camino hacia una sociedad digital sostenible requiere un enfoque multidisciplinario. Necesitamos la colaboración de tecnólogos, sociólogos, psicólogos, legisladores y ciudadanos para crear un ecosistema digital que respete los derechos humanos, fomente la creatividad y promueva el bienestar social. Al trabajar juntos, podemos asegurar que el futuro digital sea inclusivo, equitativo y beneficie a todos.

En cualquier caso, la comunicación digital es una herramienta poderosa cuyo impacto dependerá de cómo la utilicemos. Con estas reflexiones, les invitamos a sumergirse en las

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páginas siguientes, donde exploraremos acerca de cómo la comunicación digital ha moldeado nuestras narrativas personales y colectivas, ha impactado en nuestras estructuras sociales y ha catalizado transformaciones profundas en todos los ámbitos de la vida humana.

El estudio de la comunicación es uno de los elementos más significativos a la hora de comprender la construcción de las dinámicas sociales, su evolución y la interacción entre los grupos e individuos que la componen. Los seres humanos construimos nuestra identidad en base a la experiencia y las interacciones que tenemos con las personas que nos rodean, los grupos en los que estamos y aquellos que aspiracionalmente nos seducen. La obra que el lector tiene entre sus manos es un esfuerzo por comprender, desde una perspectiva multi e interdisciplinar, la importancia de la comunicación digital, factor este de la digitalización que ha introducido algunas particularidades, no solo en el alcance, sino también en los efectos de la comunicación en la construcción de la realidad social, la memoria colectiva y los imaginarios culturales en los que se desarrollan el resto de las actividades humanas.

A lo largo de las siguientes páginas se desgrana una serie de investigaciones en las que se indaga sobre problemas complejos e interconectados que abarcan el problema de la sostenibilidad y la diversidad, la construcción de identidades individuales y colectivas, la necesidad de comprender y actuar sobre las brechas digitales desde diferentes perspectivas generacionales y especialmente en la juventud. Así mismo, se abordan los efectos y consecuencias de la irrupción de modelos de IA en relación con la comunicación, generación de contenidos y evolución mediática, las consecuencias de un uso inadecuado de la comunicación digital y la consecuente generación de adicciones tecnológicas, de consumo y relacionadas con las redes sociales. Finalmente, encontramos una serie de investigaciones enfocadas en la respuesta sociocultural a los desafíos de la comunicación digital, desde las diferentes formas de activismo y asociacionismo a las propuestas de boicot y concienciación crítica.

En definitiva, este libro es un compendio de reflexiones críticas y comprometidas que, desde una perspectiva científica y rigurosa, pretende arrojar luz sobre un tema actual y complejo que determina nuestra forma de entender el mundo que nos rodea y la percepción misma de nuestra existencia. Tanto a nivel individual como generacionalmente, nuestras percepciones, actuaciones y compromisos vendrán determinados por la relación que entablemos con la comunicación digital pues, en buena parte, será ella la que determine el impacto, la narrativa y las transformaciones que caractericen las estructuras sociales y culturales de nuestro momento histórico.

1 FROM FOLLOWER TO BUYER - FRESHLY COSMETICS AND THE NEW ERA OF MARKETING

Madalena Abreu[1]

1. INTRODUCTION

Over the past few years, and in particular due to the COVID-19 pandemic, digital marketing has become a critical issue for brands, forcing many to adapt to a rapidly evolving online landscape driven by changes in consumer behaviour. The pandemic accelerated the growth of digital platforms as consumers increasingly turned to online shopping. Social media, initially a personal communication tool, has become a vital brand promotion and customer engagement resource. For brands to reach a wider audience and build trust in this new environment, a strong online presence is essential. In this shift, influencer marketing has emerged as a powerful tool.

Exploring the success of the Freshly Cosmetics brand in the digital marketplace is therefore the main purpose of this paper. Freshly Cosmetics is well known for its rapid growth and commitment to sustainability, and for its innovative approach to the online sale of eco-friendly beauty products. Exploring the role of influencers in Freshly Cosmetics' marketing strategy is another objective.

1.1. Freshly Cosmetics Strategy

Particularly effective is Freshly's influencer marketing strategy. The brand works with influencers who share its values of sustainability, transparency and high quality. These collaborations create a meaningful connection between the brand and its audience. It leverages the trust that influencers have built with their followers. By sharing their personal experiences and honest opinions, the influencers help to amplify Freshly's message and thus foster trust and customer loyalty.

In order to gain further insight into the way in which the Freshly Cosmetics brand is using this strategy, the methodology of this paper is based on an online survey designed to investigate the role of influencer marketing in shaping the public's perception of the brand. The survey aimed to determine the extent to which consumers recognise and trust Freshly Cosmetics and how this recognition can be attributed to influencer influence. The results, based on a sample of 251 respondents, show that influencers play a key role in reinforcing the brand's values, particularly those related to sustainability and ethical sourcing. This helps to build brand credibility, increase trust and drive conversion.

Results also showed that influencers are key to Freshly's credibility. By authentically endorsing the brand, influencers can bridge the gap between the brand and the consumer, giving Freshly's message a more personal and trustworthy feel. This, in turn, fosters greater

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brand loyalty and drives higher conversion rates. Customers are more likely to purchase products from a brand they feel connected to through a trusted influencer. The feedback loop created by the influencers also provides Freshly with invaluable insights into consumer preferences, helping the company to refine its offering to better meet the demands of its customers.

The study concludes that as an effective way to build trust, increase brand loyalty and position the company as a leader in the eco-conscious beauty sector, Freshly should continue to invest in influencer marketing. This approach provides valuable insights into how innovative marketing strategies can succeed digitally.

2. OBJECTIVES

The main objective of this study is to analyse the success story of the Freshly Cosmetics brand in the digital market. Freshly was chosen because of its innovative approach to offering more sustainable beauty products via the internet, combined with its growing reputation in the digital market. In general terms, the study consists of an analysis of Freshly Cosmetics' marketing strategies and an evaluation of the results obtained from the survey. This will allow an assessment of the impact of the influencer marketing strategies and whether they should be a focus for the company in the future. By analysing these strategies, we can conclude how the company is reaching and retaining its target audience, adapting to market demands and building a solid reputation in the cosmetics sector. This study is divided into three main stages: the theoretical framework, a detailed study of the brand and its strategies, and finally an analysis of a survey of the Portuguese population. The analysis carried out contributes to the understanding of innovative and sustainable marketing strategies in the digital market, using the Freshly brand as a reference. The article offers valuable insights for brands and companies wishing to succeed online, especially those involved in beauty.

Summarising useful and relevant information from this study is the purpose of this chapter. In particular, this is intended to help understand the tasks undertaken. To this end, this literature review is based on specific authors who provide definitions, perspectives and theories that are considered to be valid and relevant to the support and substantiation of this paper.

3. LITERATURE

3.1. Influence marketing

Influence marketing is a powerful digital marketing strategy, also known as influencer marketing. It involves collaboration between brands and influencers. Influencers have the power to influence the purchasing decisions of specific audiences. The authenticity of the connection between the brand and the influencer's audience is fundamental. Through the influencer's voice and experience, brands gain the trust and interest of potential customers, increasing brand awareness, loyalty and conversion (Sintra, 2024).

Influencers are trendsetters and thought leaders who can add value to products, and add a strong human and aspirational element. According to Reis (2015): "Influencer marketing can turn an unknown product into a trend even before it is launched, acting as a catalyst to create desire.

According to Bertrandias & Goldsmith (2006), opinion leaders are of great importance when analysing consumer behaviour. Furthermore, Clarke and Johnstone (2012) state that these leaders can play an important role in new product diffusion.

3.2. The brand and social networks

Globalisation is closely related to the network society, where new code-driven technologies have had a transformative effect on communication and social dynamics.

Social networks allow users to create dynamic profiles to share personal information and interests. This has facilitated the spread of WOM (electronic word of mouth), as noted by Needham (2008). In addition, these platforms allow communication in different formats (text, video, audio, photos), allowing users to participate in interest groups and share opinions and experiences on a variety of topics, as described by Thomas *et al.* (2007).

The value of social networks such as Facebook and Twitter as sources of information and influence for consumers is highlighted in a study by Technorati (2013). As a result, these platforms are increasingly relevant for brands in terms of communication with their target audience.

Social networks expand the ways to communicate by allowing users to create personalised networks based on shared values and interests. The freedom of choice of connections fosters the fluidity of the networked society and facilitates cross-fertilisation between contacts.

Building and maintaining customer relationships, promoting products/services, increasing brand awareness, driving website traffic and increasing sales are the objectives of companies using social networks. The platforms also serve as a means of driving visitors to the company's website, where they can obtain more comprehensive information and make purchases via links, targeted advertisements or exclusive campaigns (Kotler & Armstrong, 2018).

3.3. Influencers and their importance

Influencers are seen as credible, impartial sources looking after their followers' interests (Brooks *et al.*, 2021). The endorsement of digital influencers naturally reaches the consumer. It has become a common practice and is seen as a highly credible form of WOM (word-of-mouth) (Djafarova & Rushworth, 2017).

According to Clara *et al.* (n.d.), the fact that the digital influencer conveys a sense of proximity increases their influence. The opinion of the influencer is particularly important to the follower. This is because the follower feels a strong connection (online proximity) with the influencer, which allows them to be influenced (Thoumrungroje, 2014).

In addition, according to Kotler & Armstrong (2018), consumers are people who purchase goods and services for their own consumption. There are several factors that can influence purchasing behaviour, but it is not always easy to identify them, as often even the consumer does not know what influenced them to make a particular purchase.

According to Lu *et al.* (2014), consumers tend to trust other consumers more than companies. Consumers attribute credibility to people they perceive as impartial, credible and truthful. However, there are certain aspects that can influence this perception of credibility. In this context, if a consumer feels that the message/information provided is not conveyed for reasons of experience or recommendation, they may negatively project the credibility of the source and not be persuaded by the message (Lu *et al.*, 2014).

3.4. Influencer marketing and the brand

Influencer marketing is an essential strategy for brands to reach their target audiences using influencers who have significant followings and influence on their digital platforms. Collaboration between brands and influencers often increases brand awareness, engagement and, as a result, sales.

A study by Keller and Fay (2012) concluded that recommendations from influencers have the potential to have a large impact on consumer behaviour, with 92% of consumers believing recommendations from individuals over traditional advertising. This highlights the power of influencer marketing to shape consumer perceptions and purchase decisions.

Influencer marketing benefits brands by enhancing their visibility and credibility through partnerships with recognised and trusted influencers. By harnessing their following's loyalty and trust in influencers, brand perception is enhanced. In addition, working with influencers allows brands to reach new audiences and expand their reach and customer base.

Influencers' use of social media allows them to produce authentic and engaging content, which creates a higher level of interaction compared to traditional advertising. This engagement can lead to greater brand loyalty and advocacy, as followers are more likely to trust and support brands recommended by influencers they like.

Influencer marketing is therefore proving a powerful tool for brands to create more authentic and engaging relationships with their consumers. By partnering with influencers who share their values and target audience, brands can leverage their influence and reach to increase awareness, credibility and engagement, driving business growth and success.

3.5. Brand history of Freshly Cosmetics

Freshly Cosmetics is a pioneer in the natural cosmetics market, founded in 2015 with the aim of revolutionising the cosmetics sector (Consumo, 2021) and accelerating the transition to a more natural, effective, healthy and sustainable approach through the provision of tangible, replicable and easily marketable products (Explorerssaurus, 2024).

In recognition of the growing demand for natural and innovative products, the founders decided to focus on natural cosmetics and e-commerce (Sousa, 201 C.E.). The company adopts an innovative and disruptive business approach (Ribeiro, 2022), emphasising sustainability, quality, transparency, innovation and customer focus (Lara, 2022). These principles have contributed significantly to the brand's recognition and reputation in the market (Chiurato, 2023).

With a diversified portfolio of more than 70 products, Freshly Cosmetics has achieved tremendous growth over the years, with approximately 1 million customers in 25 countries, selling more than 6 million products (Freshly Cosmetics, 2024).

3.6. Marketing strategies from Freshly Cosmetics

Freshly Cosmetics is committed to influencer marketing as its main strategy. This allows it to increase its visibility through strategic partnerships. It has developed an affiliate programme that allows content creators to earn commissions per sale, regardless of the size of their audience. The careful selection of influencers and micro-influencers in line with the philosophy of the brand is a fundamental part of the strategy. The aim is to create authentic communication and build trust. To complement social media, the brand maintains a quality website and public relations strategy to help reinforce its image and build consumer trust.

In order to implement these strategies, Freshly Cosmetics relies on 4 fundamental pillars (Chiurato, 2023):

1. Digital: the brand was born for digital
2. Geographical barriers: it has won over customers all over the world, achieving rapid international success
3. Feedback: identified the most valued attributes of its products to satisfy customers
4. Transparency: authenticity reinforces brand values and creates a genuine connection with customers

It is this combination of approaches that has been the key to the success of Freshly Cosmetics.

3.7. Brand influencers from Freshly Cosmetics

Freshly Cosmetics works with a wide variety of Portuguese content creators, from prominent influencers to micro-influencers, to increase brand awareness and reach new audiences, with positive results (Pires, 2023).

When selecting influencers, the brand considers criteria such as the relevance of the niche, the size of the target audience, the involvement of the audience, the quality of the published content, and the authenticity of the influencer (Lux, 2022).

Some of those influencing the brand are known as the following:

1. Mafalda Sampaio: 580,000 followers; Fashion, Beauty and Lifestyle (10/02/2024) (Sampaio, 2024).
2. Explorerssaurus: 1.3 million followers; Travel and Lifestyle (10/02/2024) (Explorerssaurus, 2024).
3. Ana Pacífico: 225 thousand followers; Beauty and Lifestyle (10/02/2024) (Pacífico, 2024).
4. Inês Machado: 34.2 thousand followers; Travel and Lifestyle (10/02/2024) (Machado, 2024).

Freshly Cosmetics content creators showcase their content in a variety of ways, including through sponsored content and branded content creation, as well as marketing campaigns where they create original content to promote Freshly products.

3.8. Action by the brand's infleuncers from Freshly Cosmetics

Freshly Cosmetics recognises the importance of influencer partnerships in its marketing strategy. The brand prioritises the selection of influencers that match its identity. The success of these collaborations is reflected in Freshly Cosmetics' Instagram (+1 million followers, as of 24/02/10), YouTube (+80 thousand followers, as of 24/02/10) and TikTok (+13 thousand followers, as of 24/02/10) profiles, which see a significant increase in followers after each campaign.

Freshly Cosmetics' multi-platform strategy of working with influencers to create educational and informative content about the brand's products allows it to reach a diverse audience quickly and efficiently. It demonstrates the brand's ability to leverage modern technologies to create authentic connections with its audience (Pires, 2023).

The content creators have a role to play in bringing Freshly closer to its target audience, in conveying the brand's message in an authentic way and in creating a personal connection. Their credibility as influencers can therefore influence public opinion and, as a result, increase the visibility of the brand.

In order to achieve objectives such as reinforcing the positive aspects of the products, increasing brand awareness and driving sales, Freshly Cosmetics' marketing strategies are very effective. The careful selection of influencers, the diversification of the content and the use of different digital platforms guarantee that Freshly reaches its target audience and achieves positive outcomes.

4. METHODOLOGY

4.1. Questions and survey

The purpose of this study is to answer the following question: What is the role of influencers in the marketing strategies of a brand?

On the basis of the literature review that has been carried out, the problem shows that there are other questions that are just as central to a better understanding of this reality.

1. Does Influencer Marketing have an impact on the end consumer?
2. Do social networks facilitate the reach of brands and help with their marketing strategies?
3. Are Freshly Cosmetics' strategies with influencers effective?

A bibliographic search using the B-ON portal, which served as the research base for this study, was conducted to carry out this work. This portal is widely used by the academic community due to the wide availability of articles that are relevant to the topic in question. In addition, an online survey was conducted to support the findings of the study in relation to the Freshly Cosmetics brand.

This means that the study used a mixed method approach, where both research methods were used to supplement the information that was needed to carry out the study.

In addition to a qualitative study, a quantitative study was also necessary to support the study, as mentioned above. An online survey with 20 questions was carried out on Google Forms over the course of one week (from the 8th to the 15th of February 2024) and was shared on the social networks Instagram and Facebook. The data was collected using a non-probabilistic convenience sampling technique.

4.2. Analysing the results

Responses were obtained from 251 people aged between 12 and 70, mostly female, and the sample obtained covered a variety of profiles, including employees and students, living in mainland Portugal and the islands.

From the responses received, the majority of respondents (76.9%) said that they follow influencers on social media, as it can been seen in Table 1. 54.2% follow at least one person in the beauty category on Instagram, such as Helena Coelho (37) or Mafalda Sampaio (25). According to respondents, more than 75 per cent of influencers had a medium to high influence on their purchase decision. The most influential are Helena Coelho, Mafalda Sampaio and Ines Rochinha.

	Follow influencers	
	Yes	No
Do you follow influencers on social media?	76,9%	23,1%
Do you follow influencers in the beauty category?	54,2%	45,8%

Table 1. Follow influencers. **Source:** Own elaboration, 2024.

	Which beauty influencers do you follow?
	Number of times mentioned
Helena Coelho	37
Mafalda Sampaio	25
Inês Rochinha	17
Bárbara Corby	12

Table 2. Most prefered beauty influencers. **Source:** Own elaboration, 2024.

When it comes to the Freshly Cosmetics brand, 64.9% of respondents say they are aware of the brand. This is mainly through influencers (54%) such as Mafalda Sampaio and the Explorerssaurus. These content creators inspire a high level of trust, with some 63.4% giving the brand a trust rating between 4 and 5.

Of those who are familiar with the brand, the majority say they haven't bought any of its products (69.8%), but those who have say they prefer facial products such as Azelaic Radiance Serum or Well-Aging Seum.

Finally, for Freshly Cosmetics consumers, sustainability (38.5%) and quality (34.6%) are the main differentiators between the brand and its competitors.

After analysing the data collected, it was found that the vast majority of respondents use at least one social network to follow influencers, which has an impact on their beauty product purchasing decisions. We also found that social networks are now important not only for brands like Freshly Cosmetics, but also for consumers and influencers. Platforms such as Instagram and TikTok act as a means to connect and share information on various topics, including beauty.

When it comes to beauty, it's important that information is shared by those who can help consumers trust the brand. Influencers play a key role in this, often providing credibility in the communication of a brand's products and services. In addition to promoting products, influencers can also increase brand awareness. This is an effective marketing strategy.

In this sense, the analysis of the questionnaire showed that the Freshly Cosmetics brand is widely recognised by the public through influencers, which has contributed to its success. This is due to several factors, including the viral effect of some of its products on the Internet, thanks to the exposure of influencers, as well as its commitment to values that are important from the consumer's point of view, such as sustainability and product quality.

In short, social networks and influencers play a key role in companies' marketing strategies. They contribute significantly to the success of brands. In an age dominated by technolo-

gy, where people are deeply involved with digital devices, the combination of social networks and influencers to promote a company's products and services allows the public to receive information in a more authentic way. This strategy, when executed well, has the potential to meet the needs of both the brand and the consumer, resulting in mutual benefits.

5. CONCLUSIONS

Content creators and brands on social networks have a huge impact on society today. Marketing plays a crucial role in attracting and retaining customers and extending a brand's reach. Influencer marketing enables a direct connection with consumers. It uses various forms of communication to strategically position the brand in the minds of the target audience.

Remarkably, social networks transcend demographic and geographical barriers, enabling instant global reach and accelerating the internationalisation of business. The cosmetics sector is constantly expanding, driven by the promotion of products by influential personalities. They also provide valuable feedback, bringing the public closer to the brands.

Freshly Cosmetics is an example of this trend, combining cosmetics and sustainability, an issue that is extremely relevant in this day and age. By valuing the planet, the brand becomes more appealing to consumers, broadening its audience and increasing its visibility and reputation.

We suggest future research into the impact of influencers from other categories on the promotion of cosmetics, as well as more in-depth studies into sustainable consumer behaviour and the role of influencers in this context.

It is important to be aware that during the realisation of the article, at the beginning of the process, there were some limitations in the collection of relevant information on the subject of cosmetics. In addition, the data available for analysis represented only a part of the population and did not allow a complete representation of the Portuguese population. Conducting the survey on specific social networks also limited the scope of the sample. In spite of these identified limitations, no major obstacles were encountered in the conduct of the study.

in terms of suggestions for improvement and after analysing articles on the influence of influencers on online brands, we looked at the Freshly Cosmetics brand. In addition to the research, we used surveys to complement the study. We recommend improvements to the brand's strategies, such as more creative marketing campaigns with other types of influencers to attract different audiences. Transparency in communications is essential, according to the findings. Creating more interesting content for different age groups could broaden the potential audience. In addition, it is suggested that the brand continues to work with trusted influencers. Highlighting the quality and sustainability of the products are important points to consider.

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